

MAR 29 2005

(TUE) MAR 29 2005 10:38/ST. 10:37/No. 6833031689 P 1

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First Named Applicant: Plow)	Art Unit: 3622
)	
Serial No.: 09/922,201)	Examiner: Lastra
)	
Filed: August 2, 2001)	STL9-2000-0037-US1
)	
For: SYSTEM, METHOD AND COMPUTER PROGRAM)	March 29, 2005
PRODUCT FOR SELECTIVELY DISPLAYING)	750 B Street, Suite 3120
INTERNET ADVERTISEMENTS)	San Diego, CA 92101
)	
)	Customer No.: 24955

**FACSIMILE TRANSMITTAL LETTER FOR -NOTICE OF APPEAL AND APPELLANT'S BRIEF
TO THE BOARD OF PATENT APPEALS AND INTERFERENCES UNDER C.F.R. §1.192**

Commissioner of Patents and Trademarks
Alexandria, VA 22313
Facsimile No.: (703) 872-9306


Dear Sir:

In connection with the above-captioned patent application, enclosed herewith are the following:

- (1) A Notice of Appeal;
- (2) Appellant's Brief in 8 pages, along with Appendix A in 5 pages, Appendix B in 1 pages and Appendix C in 1 page.

The Commissioner is hereby authorized to charge \$1,000 to Deposit Account 09-0460 for fees required under 37 CFR 1.16 or 1.17.

Respectfully submitted,



John L. Rogitz, Attorney of Record
Registration No. 33,549
750 "B" Street, Suite 3120
San Diego, CA 92101
Telephone: (619) 338-8075
Facsimile: (619) 338-8078

04/25/2005 PLEHIS

00000009 090460 09922201

01 FC:1401
02 FC:1402

500.00 DA
500.00 DA

JLR:jg
Enclosures

We are transmitting a total of 17 page(s) including this cover sheet on March 29, 2005.

IF YOU DO NOT RECEIVE ALL TRANSMITTED PAGES, PLEASE CALL US AT:
619/338-8075

ORIGINAL DOCUMENTS WILL BE SENT VIA:

() U.S. MAIL () FEDERAL EXPRESS () MESSENGER (X) WILL NOT BE SENT